



CBS5
Meredith Corporation
FED ID# 42-0410230
4016 N Black Canyon
Phoenix, AZ 85017
(602)264-1000

www.kpho.com

CONTRACT

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 499419 /		<u>Alt Order #</u> 06384798
<u>Product</u> 60 PLUS ASSOCIATION		
<u>Contract Dates</u> 10/19/12 - 10/28/12	<u>Estimate #</u> 575	
<u>Advertiser</u> 60 Plus Association		<u>Original Date / Revision</u> 10/18/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPHO	<u>Account Executive</u> Matt Norten	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KPHO	10/19/12	10/19/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$1,500.00			
2	KPHO	10/19/12	10/19/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$1,400.00			
3	KPHO	10/19/12	10/19/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$1,700.00			
4	KPHO	10/19/12	10/19/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----2--				2	\$2,400.00			
6	KPHO	10/20/12	10/20/12	M-Sa 5-7pm News	M-Sa 5-7pm News		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----2-				2	\$750.00			
7	KPHO	10/20/12	10/20/12	CBS 5 NEWS @ 630P	Sa 630PM News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$1,000.00			
8	KPHO	10/20/12	10/20/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$1,500.00			
9	KPHO	10/21/12	10/21/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,500.00			
10	KPHO	10/21/12	10/21/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$5,000.00			
11	KPHO	10/21/12	10/21/12	Su Late News	Su 10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,800.00			
12	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
499419 /	06384798

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/19/12 - 10/28/12	60 PLUS ASSOCIATION	575

<u>Advertiser</u>	<u>Original Date / Revision</u>
60 Plus Association	10/18/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				10	\$350.00			
13	KPHO	10/22/12	10/26/12	CBS EARLY SHOW	M-F 7a-9a		:30			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				10	\$400.00			
14	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ NOON	M-F 12p-1230p		:30			NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				10	\$500.00			
15	KPHO	10/22/12	10/26/12	ANDERSON COOPER	M-F 358p-458p		:30			NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				10	\$500.00			
16	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,500.00			
17	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				10	\$1,400.00			
18	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,700.00			
19	KPHO	10/22/12	10/26/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	9	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				9	\$2,400.00			
20	KPHO	10/23/12	10/23/12	VEGAS	Tue 9p-10p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$5,000.00			
21	KPHO	10/24/12	10/24/12	CRIMINAL MINDS	Wed 8p-9p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1-----				1	\$4,000.00			
22	KPHO	10/26/12	10/26/12	NCIS	Fri 7p-8p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1--				1	\$4,000.00			
23	KPHO	10/27/12	10/27/12	M-Sa 5-7pm News	M-Sa 5-7pm News		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$750.00			
24	KPHO	10/27/12	10/27/12	CBS 5 NEWS @ 630P	Sa 630PM News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,000.00			
25	KPHO	10/27/12	10/27/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,500.00			
26	KPHO	10/28/12	10/28/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,500.00			
27	KPHO	10/28/12	10/28/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$5,000.00			
28	KPHO	10/28/12	10/28/12	Su Late News	Su 10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,800.00			

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<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
N 29	KPHO	10/24/12	10/26/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$2,000.00
<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
Week: 10/22/12 10/28/12 --WTF-- 1 \$2,000.00												
N 30	KPHO	10/24/12	10/26/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$2,000.00
<div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div>												
Week: 10/22/12 10/28/12 --WTF-- 1 \$2,000.00												
Totals											93	\$120,100.00

*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	93	\$120,100.00	\$102,085.00	\$510.43	\$102,595.43
Totals	93	\$120,100.00	\$102,085.00	\$510.43	\$102,595.43

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="text-align: center; font-size: 1.2em; font-family: cursive;">KPHO-TV</div>	Date: <div style="text-align: center; font-size: 1.2em; font-family: cursive;">10/18/12</div>
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/19 - 10/28			

Total Charges: \$ 170.00 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐

Yes

☐

No